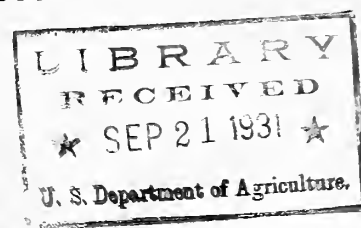


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Bodger's New Double Sweet-Scented Nasturtium... Golden Gleam



The Most Talked of Novelty of the Season

BODGER SEEDS, Ltd.

SEED GROWERS (*Wholesale Only*)

CALIFORNIA'S CHOICEST FLOWER SEEDS—SINCE 1890

El Monte, Los Angeles County, California, U. S. A.

Bodger's New Double Sweet Scented Nasturtium

GOLDEN GLEAM

IN our Contract or General Price-List for 1931 we made a special announcement that we were developing a meritorious novelty—a double, sweet-scented Nasturtium—to be known as Nasturtium Bodgeri Flore Pleno.

We have been successful in producing a crop that has come up to our expectations both as to quality and quantity.

Double Nasturtiums are not new, but up to this time have been propagated only by cuttings, and it has been generally believed they would not reproduce themselves from seed. Therefore it gives us great pleasure to offer for the first time this unique novelty in Nasturtiums, which we have decided to name **Golden Gleam**.

The plant forms a vigorous, large bush which throws out short runners, averaging eighteen inches. The flowers commence to come as soon as the plant nears complete development, and at the time it is in full bloom the entire plant, including the runners, is a blaze of color. The large, golden-yellow flowers average two and one-half to three inches across. They are borne on erect, stiff stems six inches in length. Consequently the flowers stand well above the foliage, an arrangement which adds immeasurably to the showy appearance of the plant.

When well grown these flowers have the appearance of a fully double flower, and are most attractive. An ordinary sized bouquet, when allowed to remain in a room for a short period of time will fill the room with fragrance.

Through the courtesy of Mr. Wm. Cuthbertson of Messrs. Dobbie & Co., this novelty was exhibited at the Chelsea Flower Show, London, England, where it met the approval of noted horticulturists. A reproduction of Messrs. Dobbie & Co.'s announcement to the trade follows. In reference to their description, however, we wish respectfully to offer a correction. We do

not class this new type Nasturtium as a Tom Thumb, but rather as a semi-trailing type.

Other commendations received are as follows:

London, England, July 7th, 1931.—“Regarding the new Double Nasturtium; our trials are now in bloom and we certainly think it a good thing. We think the best of the names you mention is Golden Gleam, but had we more time to spend on it we would endeavor to fix a name which would convey that the Flower was a double. We think also that your descriptive matter should make a stir regarding the fact that the flowers are scented.”

Exhibited for the First Time in Europe, Chelsea Show, 1931.



NEW HARDY ANNUAL

BODGER'S SWEET-SCENTED
DWARF DOUBLE NASTURTium.

THIS remarkable Novelty was grown last year by Bodger's Seeds, Ltd., at El Monte, California. It was discovered in Mexico by Mr. Jack Bodger. Our Mr. D. C. Cuthbertson, who spent last summer in America, made two trips to Los Angeles to see this New Nasturtium growing in fair quantity, and was so impressed with it that he persuaded Messrs. Bodger to entrust us with 250 seeds for the purpose of having it exhibited in Britain. The plant speaks for itself. It is as hardy and free-growing as the common Tom Thumb Nasturtium. The colour is a most pleasing yellow and delightfully sweet scented. Orders are now being booked for seed for delivery in January, 1932.

1s. and 2s. 6d. per packet.

DOBBIE & CO., LTD.,

Seed Merchants, EDINBURGH.

Clipping from *Country Life*, London, England,
June 16, 1931.



*The new rich yellow, scented, Double Nasturtium,
shown by Messrs. Dobbie.*

With W. L. Lathrop's compliments-

Seattle, Washington, May 18th, 1931.—“Regarding the new yellow Nasturtium seeds which you sent us last fall and the packet which contained seven seeds; we now have seven pots with one plant each in full bloom and they certainly are a sight. I don’t believe that you realize how beautiful this flower is going to be in a climate more favorable to Nasturtiums than Southern California. Certainly the flowers that we have here are far superior to those growing in your yard and everybody that sees them is quite delighted.”

London, England, July 4th, 1931.—“The Nasturtium Bodgeri you kindly sent us a few seeds of in the spring is now in flower. We are very impressed with the depth of colour and should like to offer it in our 1932 list.”

Capetown, South Africa.—“We are very much interested in Nasturtium Double Sweet Scented Bodgeri. Please fill the enclosed order to be shipped as soon as new crop is available.”

Clipping from *Grower’s Tour of West* written by George Ball in the *Florists’ Review*, July 16th, 1931.—“A large block of the new Bodgeri Nasturtium attracted attention through its deliciously sweet, or musk-like odor. It is, furthermore, semi-double and of a golden yellow color. A greenhouse trial of it the past season convinced us of its attraction for the home gardener and of its cut flower value for the retail grower.”

Erfurt, Germany.—“We are very much impressed with your new Tall Double Sweet Scented Nasturtium of which you sent us a few seeds. Kindly enter us for the enclosed order.”

Enkhuizen, Holland.—“With regards to your Sweet Scented Double Nasturtium; we saw this exhibited at Chelsea and Wembley and it looks like an excellent introduction.”

Reading, England, July 9, 1931.—“The early sample you sent us has been in flower in our grounds for some time and this Nasturtium has come very satisfactorily with regard to doubleness.”

Helena, Montana, May 25th, 1931.—“The double Nasturtiums are in full blossom. We are so interested in this variety of yours that we would like to grow some for winter flowering. Believe that it would be quite a success as it would give a yellow flower that is really wanted



Close up field view, from the growing crop.



Close up of single flower. showing true form.

during the winter. We will offer this in our next catalogue and are interested in cuts."

New York City, July 15th, 1931.—"The sample of *Nasturtium Bodgeri* which you sent us is now in full bloom. We consider this a novelty of great potential value. We are glad to say it comes up to your description in richness of color, size of flower, doubleness, length of stem, and general attractive appearance. It also carries a delightful odor. We confidently expect this novelty to win a place for itself in the home garden.

The seeds which you so kindly sent last spring are yielding an abundant harvest. This morning the first *Nasturtiums* were in flower and they certainly deserve the name you gave them. *Nasturtium Bodgeri* is certainly all that you describe it to be. The plants have made very vigorous

growth and the flowers have long stems and as you say are very fragrant.

PROFESSOR E. A. WHITE,
July 27th, 1931. Cornell University.

J. Horace McFarland Co., Harrisburg, Pa., July 14th, 1931.—"Regarding the new Tall Double Sweet Scented *Nasturtium*; we are in hopes that we are going to be able to secure some very good pictures from these *Nasturtiums*. They are blooming a little now and we are hoping that we will have some good weather that will produce a lot of flowers, so that we can get satisfactory photographs."

The J. Horace McFarland Co. are undertaking to make a color plate of this novelty. We are also having a color plate made in England and will probably have some to offer a little later. The Galloway Lithographing Co. have already a pictorial packet and are booking orders for this.



If you are interested write us for information with regards to these matters and we will give you prompt reply.

The price of this novelty is as follows:

	Per Lb.
In lots of 1 to 10 lbs.	\$8.00
10 to 20 lbs.	\$6.00
20 to 50 lbs.	\$5.00

We limit the initial sale of this novelty to not more than 50 lbs. to one customer. Additional orders will be accepted subject to our having a surplus on hand after filling orders on file September 1st, when we expect to begin making shipment.

One pound of seed contains approximately 2,850 seeds.

We recommend this novelty be offered in nothing cheaper than 25c packets.

We prophesy this novel flower will revive interest in an old favorite that has been neglected of late years.

Aster . . . Giant California Sunshine Mixed



This wonderful Aster was offered to the trade last year a little too late to be included in our customer's 1930 catalog. We offer this as one of the best Aster novelties ever introduced.

The color in these new Asters is startlingly beautiful. A dual-tone effect is obtained through the contrasting tints of the disc-like center and the outer or guard petals. Gracefulness of form is a distinguishing characteristic. The full centers of tubular, bifurcate petals surround the center, creating an airy, lace-like effect, which is altogether charming. In color the flowers may be described as varying shades of Enchantress-pink, Appleblossom, Deep-rose, Blue and Lavender, but the disc, sometimes light yellow, sometimes blue, brings additional variety in tint. A bouquet comprising the complete ensemble of shades, presents delicate gradations of color as well as startling color contrasts which enchant the eye of the beholder. We feel confident this glorious new strain will be acclaimed a distinct acquisition to modern floriculture.

The best florists' Aster and a good garden variety.

Per Oz.
\$2.50

Per $\frac{1}{4}$ Lb.
\$8.00

Per Lb.
\$25.00

Novelties That Have Made Good

The following novelties were introduced and illustrated with color plates in our 1930 list. They have proved to be favorites and we again offer these as novelties of special merit for this season's distribution.

Zinnia Pumila Picotee Delight—Salmon Rose

This is an extra select strain of light and deep salmon shades. Great care has been taken in selecting only the best "Delight" types with curled petals and Picotee markings. We highly recommend this novel Zinnia as the best florists' cut flower on the market today and something that will sell at sight.

Per Oz., \$1.50 Per $\frac{1}{4}$ Lb., \$4.00 Per Lb., \$15.00

Zinnia Early Wonder

The first of a new race of dwarf, early flowering Zinnias, a remarkable new strain offered for sale this year for the first time. When in full bloom the plants stand between 12 and 15 inches high, producing flowers similar to the Pumila type, borne on medium size, long stems, making it a very fine flower for cutting.

The color is a fiery salmon-cerise pink, a shade which is most desirable for florists' use. The stems start from the ground, have no laterals and very few leaves, and when growing in mass could be described as leafless, producing a solid block of flower which is most attractive and desirable for bedding.

This variety can be grown very economically under glass as it produces fully double flowers forty-five days from time of planting, and occupies less space.

Per Oz. Per $\frac{1}{4}$ Lb. Per Lb.
Fiery Salmon Cerise Pink.....\$1.50 \$4.00 \$15.00

Zinnia Gold Medal Dahlia Flowered—Golden Dawn

This beautiful shade of golden yellow comes true to color and form and has been accepted, by all who tried it, as a valuable addition to the collection of Gold Medal Dahlia Flowered Zinnias.

Per Oz., \$0.85 Per $\frac{1}{4}$ Lb., \$3.00 Per Lb., \$10.00

Zinnia Gold Medal Dahlia Flowered—Luminosa

Another very desirable shade of bright rose, which makes one more tone in the collection of rose shades. During the past two seasons we have made a great distinction in the graduations of color between Exquisite and Illumination. These new selections bring Exquisite into greater favor than ever, while Illumination has been greatly improved by making it a more pronounced Tyrian Rose. Luminosa can be briefly described as various shades of bright, deep pink with a light suffusion of salmon, a few tones darker than Exquisite. Many flowers found in this strain are most pleasing in form. We consider this a valuable addition for those who wish a great variety in these tones.

Per Oz., \$0.85 Per $\frac{1}{4}$ Lb., \$3.00 Per Lb., \$10.00

Zinnia Giant Mammoth or California Giant—Violet Queen

The shade of Violet Queen is similar to Purple Prince in the Dahlia Flowered and is the first of the dark shades we have developed in the Giant Mammoth type. The flowers are immense and true to the California Giant type. We predict it will become one of the best sellers in this type.

Per $\frac{1}{4}$ Lb., \$2.50 Per Lb., \$8.00

Zinnia Lilliput or Baby Zinnias—Improved Type

The increasing demand for our improved strain of Lilliput or Pompon Zinnias in the past season has prompted us to urge our customers to list the full range of colors, which are all distinct shades.

	Per $\frac{1}{4}$ Lb.	Per Lb.
Canary Yellow	\$1.50	\$5.00
Crimson Gem	1.50	5.00
Golden Gem	1.50	5.00
Salmon Rose	1.50	5.00
Scarlet Gem (Red Riding Hood).....	1.50	5.00
Flesh	1.50	5.00
Purple	1.50	5.00
White Gem	1.50	5.00
Finest Mixed	1.25	4.50

Iceland Poppy (Nudicaule)—El Monte

This has proved to be an excellent cut flower and is being extensively grown by florists everywhere. They come quite true from seed and the large petals of tangerine orange on long, stiff stems make it a very useful cut flower.

Per Oz., \$2.00 Per $\frac{1}{4}$ Lb., \$6.00 Per Lb., \$20.00

Larkspur Upright or Delphinium Type—Miss California

The best Larkspur on the market, both for type of growth and placement of the single flowers on the stem, as well as its rich color. This variety should be listed by all.

Per $\frac{1}{4}$ Lb., \$3.00 Per Lb., \$10.00

Larkspur Upright or Delphinium Type—Carmine King

A great improvement over Scarlet Rose and Lustrous Carmine in color and vigorous growth. It comes fully true to type and color, which we consider most extraordinary in pink Larkspurs and is just the right shade of carmine rose to make it showy.

Per $\frac{1}{4}$ Lb., \$3.00 Per Lb., \$10.00

Other meritorious novelties which have met with approval are as follows:

Zinnia Crown o' Gold

Crown o' Gold derives its name and distinction from the fact that each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip. The effect is a very pleasing two-tone color harmony, especially lovely and scintillating under artificial lights. The color range comprises the more popular florist shades including old rose, cream, yellow, carmine and burnished red—the latter a new shade in Zinnias.

While not yet entirely "fixed" as to type, **Crown o' Gold** may be classed as Dahlia Flowered, as it has the type and size of flower, height and general robustness of this popular strain.

To those who are ever seeking the best in introduction we very highly recommend **Crown o' Gold**, an outstanding novelty.

Per Oz., \$2.00 Per $\frac{1}{4}$ Lb., \$5.00 Per Lb., \$18.00

Novelties That Have Made Good

Zinnia Gold Medal Dahlia Flowered—Old Gold

This is the color we have been striving to perfect for many years and we are pleased to offer it now for the first time. Its name describes the color very adequately. The flowers are of immense size, possibly the largest of all Dahlia Flowered Zinnias, and grow on a very vigorous plant. We recommend this variety to all who wish to compete for exhibitions and shows.

Per Oz., \$0.85 Per $\frac{1}{4}$ Lb., \$3.00 Per Lb., \$10.00

Zinnia Gold Medal Dahlia Flowered—El Dorado

This is a very pleasing and fascinating shade of rose on salmon that does not fade in the sun's rays. Like Old Gold, this is an immense flower and we highly recommend it for show purposes.

Per Oz., \$0.85 Per $\frac{1}{4}$ Lb., \$3.00 Per Lb., \$10.00

Zinnia Giant Mammoth or California Giant

BRIGHTNESS, a very fine pink, which can be described as a bright, deep rose.

GRENADIER, a very dark red, similar in color to Meteor in the Dahlia Flowered, a most desirable shade.

LAVENDER GEM, a color very closely resembling the now famous Dahlia Flowered lavender Dream. Exceptionally good.

The above varieties, together with Violet Queen, added to the list already on the market, make a complete color range. We recommend substituting California Giants in preference to the Double Giant or Superbissima type in the same manner that Spencer Sweet Peas are recommended over the old Grandiflora type.

Per $\frac{1}{4}$ Lb., \$2.25 Per Lb., \$8.00

Coreopsis Double Yellow

This is a double Coreopsis selected from the semi-double strain sent out a few years ago. The flowers are immense and while it is not a full double it is a great improvement over the semi-double sent out a few years ago. This selection reproduces itself from seed and throws no single flowers.

Per $\frac{1}{4}$ Lb., \$1.50 Per Lb., \$5.00

Campfire or Sensation Calendula—Improved Strain

This is much taller growing and the flowers are much larger than Campfire or Sensation sent out in previous seasons. We consider this variety the very best forcing orange Calendula on the market.

Per $\frac{1}{4}$ Lb., \$1.50 Per Lb., \$5.00

Calendula Radio—Improved Strain

A special selection of large flowering, well formed Radio type flowers, borne on long stout stems, a strain which is more suitable for forcing than the original Radio.

Per $\frac{1}{4}$ Lb., \$0.60 Per Lb., \$2.00

Dianthus—Sweet Wivelsfield

A novelty recently introduced from England. The flowers can be described as multiflora type. It is very attractive and is becoming popular. Desirable for rock gardens.

Per $\frac{1}{4}$ Lb., \$4.50 Per Lb., \$15.00

Cynoglossum—Amabile Pink

In growth and general appearance this resembles the Cynoglossum Blue, only that the flowers are rich, deep pink and are more striking than pink Forget-me-nots. In moderate climates these plants are perennial. This remarkable novelty was first introduced by the Royal Botanical Gardens of Kew, England, and offered for sale for the first time by us.

Per $\frac{1}{4}$ Lb., \$3.00 Per Lb., \$10.00

Carnation (Chabaud's)—Enfant de Nice

A French hybrid strain, unquestionably the best Carnation grown from seed. The magnificent flowers, sometimes $2\frac{1}{2}$ to 3 inches in diameter, are borne on sturdy stems. While the flower is immense in size the calyx does not split, which makes this mixture one of the finest for outside grown Carnations both for florists and for private gardeners.

Per Oz., \$2.00 Per $\frac{1}{4}$ Lb., \$7.00 Per Lb., \$25.00

Dimorphotheca—Ringens Double

This is a double form of the beautiful single Dimorphotheca with a blue circle around the eye. The crest or double part is grey, not blue. This is rather unique and the crest of petals in the center keeps the flower open all day. The single type closes at mid-day.

Per Oz., \$5.00 Per $\frac{1}{4}$ Lb., \$15.00

Wallflower Early Forcing Double (Annual)— Select Strain

A greatly improved stock over the original introduction. This makes a wonderful display of double flowers equal to the perennial double Wallflower within ninety days from the time the seed is planted in the ground.

Per Oz., \$0.85 Per $\frac{1}{4}$ Lb., \$2.50 Per Lb., \$8.00

Scabiosa Caucasica Hybrids—Isaac House Strain

This wonderful, improved Giant Flowering Scabiosa is very popular as a florists' cut flower. It is the best strain procurable. New crop now ready.

Per Oz., \$2.25 Per $\frac{1}{4}$ Lb., \$7.50 Per Lb., \$25.00

Delphinium—Bodger's Hollyhock Strain

This strain is a fine mixture of all light shades, pale, clear blue predominating. The flowers are large, truly double, well-placed on long, pyramidal spikes, their sturdy growth and general appearance reminding one of a Hollyhock, hence the name. We highly recommend this to those who wish a select strain of this wonderful improvement in perennial Delphinium.

Per Oz., \$3.00 Per $\frac{1}{4}$ Lb., \$13.00 Per Lb., \$45.00

WE HASTEN to hand you this list of novelties, hoping you will avail yourself of the opportunity of putting them in your 1932 catalog. We are in position to supply you with photographs or color plates of these novelties.

The crops are being harvested early this year. There are some items that are going to be short and we urge you to get your orders in as soon as possible.

In a short time we will be sending out a revised list governing prices on our 1931 crop, which will soon be ready for shipment.

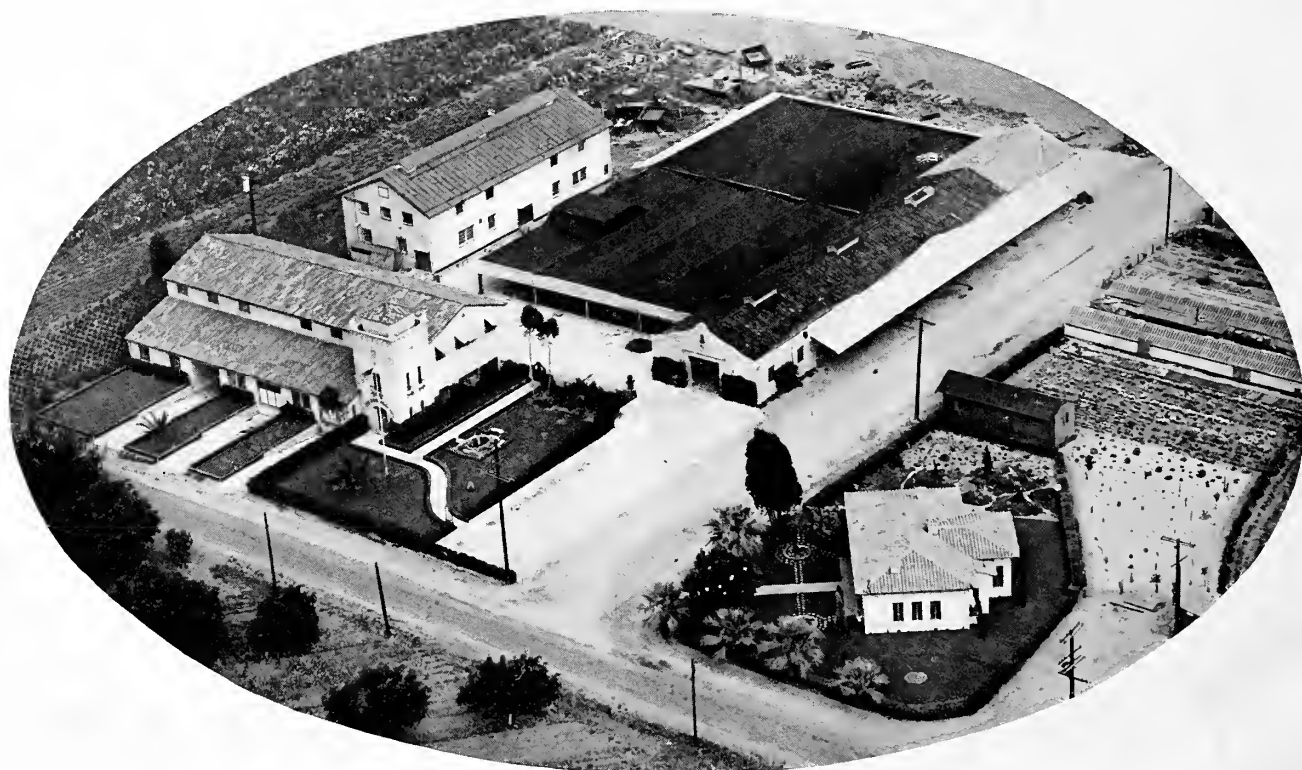
We invite you to correspond with us. 1932 will be a big flower seed season. Please remember that novelties will bring prestige and profits.

Yours respectfully,

BODGER SEEDS, Ltd.

El Monte, Los Angeles County,
California, U. S. A.
August 1, 1931.

By JOHN C. BODGER, *Sales Manager.*



Aerial Picture of our Headquarters, which occupies four acres. Lower right, Administration Building; Lower left, Seed Warehouse; Upper right, Drying and Curing Sheds; Upper rear, Fully Equipped Recleaning Plant. Photograph taken July, 1931.